



For Immediate Release

Contact: John Salak, The Salak Group

Telephone: +1 201 798 6481

Email: jsalak@thesalakgroup.com

Best Selling Author Calls For Greater East-West Trust Encourages Non-Political Dialogue and Understanding

NEW YORK (August 1, 2013) —Award-winning author and renowned businessman M.G. Crisci is calling for greater non-political discussion and understanding between Russia and the United States as an essential ingredient to a more peaceful and prosperous world.

The author of several best selling books, including two that focus on Russia—bestseller *Call Sign, White Lily* and *7 Days in Russia*—Crisci believes that Russian and American businesspeople, artists and ordinary citizens have the potential to establish a powerful bond of understanding and trust that can resonate throughout the world.

Crisci is hoping to use his books to create a platform that will foster greater understanding.

Call Sign, White Lily (Orca Publishing Co.) is the heroic story of the world's first female ace, Russian pilot Lilia Litvyak. *Call Sign* tells how Litvyak traded her childhood for a YAK-1 fighter when her homeland called and shredded Hitler's vaunted all-male Luftwaffe. In the process she became the world's first female ace before dying in combat over the Ukraine on August 1, 1943 just short of her 22nd birthday. Almost 50 years later Soviet President Mikhail Gorbachev posthumously awarded Litvyak the title of Hero of the Soviet Union.

7 Days in Russia chronicles one of Crisci's most recent visits to Russia and his interaction with a range of Russians.

"Understanding between Russians and Americans is more important today than at any time in the last 50 years. But there are cultural hurdles that have to be broken down. During my travels, I realized much of what I had been taught about Russia and its citizens was steeped in political rhetoric and media stereotypes. I also think I surprised an equal number of Russians. I was not who they thought an ordinary American was supposed to be."



Crisci believes that direct unfiltered interaction between individuals or groups is the key to building trust, which is why Crisci is now engaged in a number of cross-cultural speaking engagements and meetings in North America and Russia. He is also encouraging greater personal exchanges between Russians and Americans.

Many Russians agree that greater non-political dialogue and understanding is critical. "As soon as we read the book, we realized Lilia's inspirational story had the potential to be a symbol of the human decency embedded within the Russian culture," said Dr. Yury Zaytsev, Director of the Russian Cultural Centre in Washington, D.C. "And, if people around the globe were to learn about our fallen hero as a human being and a patriot, she might serve as a catalyst for increased friendship, cooperation and mutual understanding between nations."

Crisci notes that that mutual sacrifices of the Second World War can also serve as an emotional touchstone for both peoples. "We still don't understand each other almost 70 years after the war ended. Look at today's headlines. That's not only dangerous, it is a wasted opportunity for Russians, Americans and people everywhere," he explained.

Proceeds from *Call Sign, White Lily* are going to support The Lilia Litvyak Museum in Krasny Luch in the Ukraine in hopes of fostering trust and understanding between the former allies. "It is essential we honor Lilia's memory and recognize her deeds," Crisci said.

About M.G. Crisci

Self-described as a New York City "Street Kid," Crisci was an award-winning journalist before becoming an accomplished business executive with Fortune 500 companies. He is an internationally recognized expert and lecturer on consumer motivation and behavior. He is also the Amazon.com bestselling author of seven books ranging from historical fiction to novels and nonfiction. His new book *7 Days in Russia—The Adventures of One American in Today's Federation* will be released later this year. Crisci is dedicated to developing greater understanding between Russians and Americans. He speaks worldwide on East-West relations and also serves on several cross-cultural groups. Please visit mgcrisci.com for more information on *Call Sign*, *White Lily* or M.G. Crisci.